DOCUMENT RESUME

ED 320 887 SP 032 441

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TITLE Sport & Fitness Management: Career Strategies and Professional Content.
REPORT NO ISBN-0-87322-269-5
PUB DATE 31 May 90
NOTE 277p.
AVAILABLE FROM Human Kinetics Books, Dept. 514, Box 5076, Champaign, IL 61825-5076 ($35.00).
PUB TYPE Collected Works - General (020) -- Guides - Classroom Use - Materials (For Learner) (051)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS *Administrator Education; *Athletics; Career Choice; *Career Development; Higher Education; *Managerial Occupations; Physical Education; *Physical Fitness; Recreational Activities; Textbooks

ABSTRACT

This textbook provides a comprehensive introduction to the field of sport management. An introductory chapter gives the definition and direction of sport and fitness management. Part 1 describes sport and fitness management careers. The 12 chapters deal with the professional options: intercollegiate athletics, professional sport, facility management, campus recreation programs, community-based sport, sports information, sport marketing, sports journalism, sports club management, physical fitness industry, athletic training and sports medicine, aquatics management, and consulting and entrepreneurship. Each chapter describes the area of specialization, skills required for a management position, career opportunities, duties of personnel, professional organizations, professional publications, references or suggested readings, and learning activities. Part 2 explains how to develop professional skills, including career planning and professional style. Part 3 summarizes the area of professional content that makes up sport and fitness management within the context of American culture. Topics in Part 3 include 20th-century sport history, sport psychology, sport sociology, sport philosophy and social responsibility, history of management thought, organizational behavior, and the future of sport and fitness. (JD)

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